



Switch
TO

turn right by the door
to road
by the door
door

**better
living**

**PLAIN
TALKS**

VOL. 15, FEB. 1937 No. 1

service restored in record time .

On January 7, a severe "Norther" blew down into Texas from the Rocky Mountain region. Unlike most "Northers," which usually blow on through to the Gulf, this one practically became trapped inland.

The temperature dropped near the earth's surface to a point below freezing, varying from 22 to 31 degrees in our territory. The air over head, however, remained above freezing with the result that rain froze as it reached the ground. Ice formed on our poles and wires from one to three inches in diameter. This additional weight on the lines, which is many times that for which they were designed, caused many breaks both in wire and poles.

The area affected in our Navasota Division extended from Hempstead on the south to Kosse on the north and from Huntsville on the east to Caldwell on the west. Lines extending in an easterly and westerly direction suffered the most, as they were subjected to the wind load caused by the strong norther, as well as the ice burden.

In many of the towns, such as Huntsville and Navasota, the principal damage was caused by ice on the large trees which broke down many main lines and services.

The ice gathered slowly at first, and it was not until the afternoon of January 8, that any trouble resulted from the storm. Crews in the Navasota Division worked steadily all day Saturday and late into the night and were able to keep service to practically all the system.

By early Sunday morning, January 10, the ice load had become so great that additional help was needed to supplement the Navasota Division crews. At this time a line crew was sent from Beaumont, arriving in Navasota about noon and falling in to help restore service. A thorough check was made about this time of the entire part of the system affected, and it was found that the amount



of damage was even greater than first supposed. Another call was sent out for help and a crew composed of Liberty, Port Arthur, and Orange men and Beaumont Substation Crew men left Sunday afternoon to assist in the repairs. On Monday, an additional Beaumont line crew was sent into the storm area in order to speed up the repair work.

Besides these crews and the regular Navasota Division line crews, every available man in the Navasota Division turned out to aid in restoring service. Men from the substation, meter, ice, garage, and plant departments and district representatives all turned out and became parts of small line crews and were invaluable in assisting in the work.

Due to the fine spirit of cooperation, which has never been excelled in our Company, service to all the towns was restored on or before Wednesday night, January 13. Service to scattered outlying customers was all restored by Saturday night of the same week.

(Continued on page 6)

1000
Kw-h

goal per home customer



Design for March Outdoor Poster for Beaumont, Port Arthur and Lake Charles.

The company's 1937 sales objective, announced by General Sales Manager Riegel as the attainment of an average annual consumption per home customer of 1,000 Kw-h., will be achieved if the average gain made in January can be repeated during the remaining eleven months of the year. To get "a grand" the company must show an average increase of 132 Kw-h. per home customer. The January increase, according to the Statistics department, was exactly one-twelfth of that; eleven Kw-h. per home customer.

The one-grand goal was announced by Mr. Riegel at the general meeting in Beaumont, held at the Edson Hotel January 30. A graceful silver "President's" cup will be awarded to the company division which shows the largest average gain for the year.

The Louisiana division gained fifteen to bring its annual average for the year ending January 31 to 972. Central division picked up twelve, making its annual average 1052. Port Arthur division is in third place with a gain for the month of ten and an annual average of 786. Navasota has an annual average of 938 after a gain for the month of eight. Beaumont gained 7 for an annual average for the year ending with January of 824 Kw-h. per home customer.

Silsbee of Central Division and Madisonville of Navasota division showed the greatest gains for individual communities, each boosting its average by 22 Kw-h. in January.

For the year ending December 31, the company's average annual consumption per home customer was 868, which is 149 Kw-h. above the national average of 719.

With Mr. Riegel acting as master of ceremonies throughout the day and evening, the program presented at the general meeting proved to be most interesting.

During the morning session Mr. Terrell discussed the company's operating problems. E. C. Sawyer explained the carrier current which makes possible telephone conversation over high line wires between Neches station at Beaumont and the Steam Products plant at Baton Rouge. Mr. Fulton explained plans for the new unit at Neches station.

Mr. Faber and members of the accounting department gave those present an insight into the new and old problems confronting this department, Mr. Robichau explaining the new billing system and forms, Mr. Masterson covering the subject of collections, Mr. Austin delving into the question of new classifications under the Federal Power Commission system, Mr. Richard discussing social security and Mr. Whiton, of the newly created rate department, outlining work being done to simplify our rate structure.

Following lunch the sales part of the program got underway. Mr. Riegel reviewed 1936 results. It was the greatest sales year in the history of the company. Later in the afternoon he announced the 1000 Kw-h. goal for 1937. Mr. Walker discussed problems the company faces and dwelt also at some length on the subject of business cycles, urging employees to keep in mind that we alternate between good times and bad and to be personally prepared. Load building possibilities in the field of illumination were outlined by W. P. Hammer-

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credit association declares dividend . .

elects officers

The annual membership meeting of the Employees Federal Credit Union was held in Beaumont on January 25th. High spots were the re-election of R. J. Orrick as President of the organization and the declaration of \$690 in dividends on the net profits during the nine months of the Association's existence. This money has been distributed to the 572 members as their share of the earnings of the Union.

W. A. Whitten was re-elected Vice President, and W. H. Caswell Treasurer. Elected to the Board of Directors for two years were R. J. Orrick, W. A. Whitten, W. H. Caswell, and S. R. Hereford. Members elected to the Board for a one year period were R. E. Cargill, J. R. McCann, W. W. Phillips, E. L. Granau, and J. B. Bishop. J. C. Genaro was elected for the Credit Committee for two years and F. F. Johnson and R. F. Reid for one year. Members elected for the Supervisory Committee were J. M. DeBouy, J. H. Linnehan, and R. O. Jackson.

The large dividend declared emphasizes the value of the Credit Union as a sound investment for savings as well as a dependable source of ready cash for employees when in need of financial assistance. According to W. H. Caswell, many employees are finding the Association a real "friend-in-need." For example a loan to an employee to make a substantial down payment on a lot for building a home enabled him to obtain a sizeable discount on the price of the property.

Another example that happens frequently is where an employee saves on hospitalization and medical costs when a member of his family is in need of an operation or medical attention.

A substantial amount of money is available, according to Treasurer Caswell, for loans for taxes, medical attention, educational purposes, insurance, consolidation of bills, buying of furniture and clothing and other provident reasons. Members can obtain loans with a minimum amount of delay.

Employees interested in beginning this systematic method of saving and in securing a dependable source for ready cash in time of need can learn complete details from department heads or superintendents.

The many friends of John Brady were sorry to learn of the death of his father February 21, at his home in Mississippi.

start work on Neches unit

Work on the new unit for Neches is under way.

Under the direction of G. Sargl, who built the second unit, and who will be Stone & Webster superintendent on this job, they started excavating at the upstream end of the present structure on February 11. Mr. Sargl, and P. E. "Hap" Ward, also well known throughout the organization, who is chief accountant, have taken over the assembly hall at the station and are getting office machinery and staff in shape for the work ahead.

As was announced in the last issue of Plain Talks the new unit will not be ready for service until the spring of 1938.

PRODUCTION DEPARTMENT BEAUMONT

L. R. Eddins was transferred to Neches Station, February 1, as Maintenance Foreman. Robert Guidry has taken his place as Office Engineer in Mr. Fulton's office. Ruby Ray Ridley is back in the office after being ill. J. C. Tucker attended the Southwest Water Works School, held in Bryan, February 15 to 20. M. B. Marshall, L. R. Eddins, Maxie Montague, M. Street, and M. Sharp have returned from Jasper, where repairs were made on No. 5 oil engine.

We have two new employees, B. E. Linscomb and C. T. Lewis. We are glad to have you with us—make yourselves at home. L. C. Pace who had a minor operation several weeks ago has returned and we are glad to have him back.

February 11, precisely at 4:13:45 P. M. the Neches Station gang witnessed the excavating ceremonies which officially started the construction of Unit No. 3 at Neches Power Station. Railroad Spur Track to Neches Station has been put in good condition preparatory to new construction work.

Opal Mauldin formerly of the Stenographic Department has been transferred to the Purchasing Department to take care of the stenographic work.

J. B. Jones, Jr. gets E. E. I. Medal

LOUISIANA DIVISION NEWS

Since the engineering office was remodeled last year, a large increase in work has required additional space resulting in the entire office being necessary for departmental work. This caused the removal of the blue print machine to separate quarters, the new room being modern in every respect with adequate lighting and electrical heating.

Bob Sherwood who has been batching for the past month, spent Mardi Gras in New Orleans.

Fred Watson spent several days at a Metermen's Short Course held recently at Texas A. & M.

There have been quite a number of cases of flu in the division within the past month, with the the worst part apparently over.

Many members of the Gulf States organization were shocked at the fatal injury to J. G. Carnahan, which occurred on Shell Beach Drive, Monday morning, February 1st. Mr. Carnahan was an employee for fifteen years in the ice department of the Gulf States Utilities Company and its predecessor company, and his many friends sympathize with his family. The accident occurred early in the morning as Mr. Carnahan was sawing ice at the back of his truck, when he was struck by an automobile.

Louis Haxthausen resigned on January 1st, after many years in the accounting department of the Gulf States, to accept a position in the tax department of the State of Louisiana.

Ruth Landry, home economist, held her first of a series of demonstrations before the parish demonstration clubs, February 16th. Many members of the LaGrange club near Lake Charles enjoyed this presentation of electric cookery. An I. E. S. table lamp together with the food cooked at the demonstration, were given as attendance prizes.

Several transfers were effective February 1st in the sales department. W. A. Sherman was transferred to Lake Charles as commercial lighting specialist, while Frank Smith was transferred to Jennings as supervisor of the eastern district. Goody Goodwin was transferred to the rural district of Lake Charles from Jennings, while Walter House succeeded Goodwin in the Jennings district. Bob Pitts, floor salesman, was transferred to the vacant district in Lake Charles. Jerome Broussard has joined the Company as the new floor salesman, and comes with the best of wishes.

Saved Life of J. B. Crapp



An Edison Electric Institute medal for successful resuscitation from electric shock by the prone pressure method, awarded by the institute to J. B. Jones, Jr., was pinned on his coat lapel by President Walker in the presence of some two hundred of his friends and associates the night of January 30 on the occasion of the banquet that brought to a close our annual general sales meeting at the Edson Hotel in Beaumont. Certificates of Assistance were presented to W. H. Brader, meter foreman, of Beaumont, and H. J. Sisco, Conroe.

These three men, as Mr. Walker pointed out, were responsible for the fact that J. B. Crapp, foreman of the sub-station crew of the Navasota division, could be among those present at the banquet. The crew was at work on the Humble sub at Conroe on July 3, 1936, when Foreman Crapp came in contact with a 4000 volt bus. Brader prepared the unconscious man for the application of prone pressure and it was applied by Jones. Sisco raced to Humble offices and summoned Dr. J. O. Bartell, of Conroe, who declared later that unquestionably the combined efforts of the three men had saved a life.

Mr. Jones, at that time was a member of the Conroe organization, has since been transferred to the meter department, Beaumont.

In his talk, Mr. Walker pointed out that again we had evidence within our own organization of the importance of preparing ourselves to save life by the prone pressure method.

for "old timers" only . . .

If you are an old timer, one of the grey-beards who have a decade or more of service with Gulf States to your credit, you may find this interesting. It's a review of the contents of Plain Talks for February, 1927.

That was back in the dim and distant past when Plain Talks was "published monthly, by and for the employees of the Eastern Texas Electric Company, Gulf States Utilities Company and Western Public Service Company as a medium for a better appreciation of our responsibilities to each other and the public." After ten years, Eastern Texas and Western Public are no longer in the Plain Talks picture but it's mission continues unchanged.

The cover of that ten year old issue of our magazine was devoted to pen drawings of three great Americans, Washington, Lincoln and Edison, whose birth anniversaries are in February.

Inside we find that the General Progress Award will be based largely on sales effort and results. That Mr. Holtzclaw declares that every customer using 20 kilowatt hours a month is a live prospect for 40 and that the coming five years will see an increase of 50 per cent in the average home consumption. We find Leo Singleton, safety director, writing about the importance of the prone pressure method of resuscitation, recounting a recent case in Port Arthur where a life was saved. We find that carpenters are busy on the third floor of the general office in Beaumont, altering the auditorium for occupancy by the accounting department which will turn the second floor over to the commercial department for offices. We find that A. S. J. Steele, Jr., our purchasing agent and daring aviator, is being succeeded by one R. J. Orrick who has been with us in the accounting department for about a year.

Up Navasota way, Mr. Freeman, our division superintendent, is going to sell ice refrigerators. T. M. Keiller, power sales engineer, is back from East Pittsburg where he has spent eight weeks studying motors in the Westinghouse works. Mr. Holtzclaw presides at the annual banquet of the chamber of commerce. R. C. Forman is to teach our fair sex public speaking. Every domestic science class in our territory is being given waffle irons and recipes by Mr. McChesney. And we learn that we sold more than 100 electric fans in our campaign during frigid January.

Eastern Texas Electric company has started a new garage on Irving avenue. A fellow in

the meter department who found a note to "call Mike Howe at 9:35" tried to. Charley Schwaner left February 19 for Scotts Bluff. Given a handsome wardrobe trunk. Freddie Marie arrived at the home of Snooks Lindsey. Street cars are to be painted peppy colors. H. L. Pearson is a new member of our power sales force. Kiwanians had luncheon in the boiler room at new Neches Station with genial Jim Murray master of ceremonies. Gus Hollinshead, the Breaux Bridge Brummel, transferred to Beaumont as assistant to the supt. of transmission and distribution. Diddy Welch, also leaves Port Arthur in the lurch, joining Beaumont distribution forces. The advertising department will make its home temporarily with the engineering department. Mr. George Clifford, district manager at Houston, goes to Boston as division manager. Mr. J. M. DeBouy, our auditor, paid Alvin a three day visit, and Mr. Whiton, our illuminating engineer, gave the Conroe bunch a talk on safety first. A new artist, Jack Gammage, our office boy, is discovered. His first contribution is a pen portrait of our president.

Messrs. Braunig, Singleton and Stobart are reported as getting along nicely. It seems that several days ago they rode highline on hoss back . . .

K. S.

ALVIN

Since Wendell Dunham was transferred to Beaumont, Charley Shrigley has been acting as cashier at Alvin. We miss Wendell, but are glad to have Charley with us. The oil field two miles north of town is still growing; it is certain that the State Highway is going through instead of around Alvin and all things point toward our becoming an up-to-date little town in the near future. The flu has been as prevalent in this vicinity as elsewhere—but the G. S. U. employees at Alvin have all been lucky enough to be able to stay on the job right through the winter. We are taking a fresh grip on things this spring and don't intend to let you forget that Alvin is on the map.

"Justice to those who have as well as to those who have not is a principle which must be recognized in the solution of the complicated problem of social security."

HUGH S. MAGILL, President,
American Federation of Investors

entire company becomes ... "light conscious"

By C. B. Barron

Following the General Sales Meeting at which time the load building possibilities of Better Lighting were presented by Mr. W. P. Hammerstrom, Lighting Specialist with the Westinghouse Electric & Manufacturing Company, a noticeable interest in this subject has been exhibited by an ever increasing number of employees throughout our territory.

In a series of lighting sales meetings held recently, the fact was brought out that there is definitely, at this time, a very receptive market for Better Lighting; that it presents a chance for us to sell a real service to our customers, and finally to secure additional business for our Company and thus benefit ourselves.

It has been truly said that "we have nothing to sell but service." In selling a toaster, iron, or major appliance we are not selling an item of merchandise but rather the service which the appliance gives the customer. So it is with Better Lighting—we are not selling more or larger lamps, but rather the numerous benefits which Better Lighting offers the customer. In the home Better Light provides added comfort as well as beauty; it offers us eyesight conservation by preventing eye-strain due to reading, sewing, and studying under improper light. In the office it gives us a comfortable working atmosphere and increases the efficiency of our work. In the store it adds to the attractive power of display windows, increases store traffic, and reflects itself directly in the merchants' cash register through increased sales. Does any one other item which we sell present as many opportunities and fields for offering a service to our customers?

Our entire organization is notably a sales minded group of workers. Much of the success of the Sales Department in the major appliance field has been due to the splendid cooperation of other departmental employees in furnishing names of prospects and "selling the idea" to their friends. We hope the same will hold true in selling Better Light to our customers—that all employees will "get the lighting habit" and talk better lighting to their acquaintances at every opportunity and develop some good prospects for follow up by the Lighting Department.

The selling of Better Light has the 100 per cent backing and support of our Company officials. To evidence his genuine support of the project, Mr. Riegel has arranged and

offered a Trial Store Lighting Demonstration plan whereby our Company will cooperate with a store owner and electrical contractor in installing a store completely lighted in accordance with modern lighting standards. One demonstration store is offered for some town in the Louisiana Division; one for a town in the Central Division; and one each for two towns in the Navasota Division. The towns lucky enough to be chosen for the trial installation will have first hand evidence of the value of good lighting to the local merchant. A later issue of Plain Talks will carry a story on the outcome of this plan, but it behooves each town to do its best to secure the trial.

The present lighting personnel of the Company will be glad to feel that they have the full cooperation of all Company employees in promoting the Better Light idea and will be ready to cooperate at any time and follow up prospects which employees may have in mind. The personnel consists of the writer in Beaumont; W. A. Phillips in Port Arthur; Rex Lee and W. A. Sherman in Lake Charles. Mr. Sherman is a new member in the Illumination Department having formerly been located in Beaumont as Assistant to the Operating Vice President, and more recently in Jennings, Louisiana as Merchandise Sales Superintendent.

Let's all of us get the "lighting habit" and whenever we sell Mrs. Jones a dollar's worth of major appliance, don't forget that Mr. Jones can probably well use twenty-five cents worth of Better Lighting for his store or office.

storm

Continued from page 1

In reviewing the damage which occurred, we feel that in no case was it due to poor design or construction, but rather to the excessive ice and wind load which occurred, this load being far above that for which any system could be economically designed.

R. E. Cargill.

"The fundamental danger is that progress in industry will be prevented by a general acceptance of the supposition that there is no limit to the extra disbursements which industry can carry without raising prices."

F. A. MERRICK, President,
Westinghouse Electric & Manufacturing Co.

Louisiana's rural program started

The first rural electrification project started in Louisiana in 1937 was one in the heart of the Acadian country in Iberia Parish. Starting at Burke Station on the Old Spanish Trail, the line runs southwesterly to Lozes (pronounced Laws) Station on a branch of the Southern Pacific Railroad. A branch of this line runs south to Charlotte.

All of our prospective customers in this area are direct descendants of the original French and Spanish settlers. We find Spanish names such as Romero and Segura intermingled with the French names of Blanchette and Manceou. French is the language of these people, a French that is pure but old fashioned. A native of France would be perfectly at home in a short time having only to reconcile his modern French idiom with the French of the eighteenth century.

The Company's representatives were given a cordial reception when the survey was started. Everyone wanted to know how long it would be before they would actually have the service. All of them want the modern convenience of electric service and they plan to use the service to the fullest possible extent.

The area to be served is prosperous. Its people are thrifty, industrious and progressive and will be good customers. One must be able to speak French to do business with them but good business can be done in any language and the business is there for us.

COMPARISON OF KW-H. CONSUMED PER HOME CUSTOMER

DIVISION	No. Home Cust. End Mo.	Average Kw-h. Consumption			
		Jan. Inc.	12 Mo. 1937	En. 1936	Jan. Inc.
Beaumont Division	12,511	7	824	740	84
Pt. Arthur Division	4,627	10	786	682	104
Central Division	4,627	12	1,052	899	153
Orange	1,522	10	776	668	108
Silsbee	731	22	1,145	1,013	132
Sour Lake	510	16	889	768	121
Jasper	344	5	1,145	1,022	123
Hull	549	11	1,123	957	166
Liberty	971	6	1,433	1,219	214
Navasota Division	6,124	8	938	862	76
Conroe	1,230	13	873	820	53
Huntsville	1,588	5	978	908	70
Madisonville	569	22	1,156	973	183
Navasota	1,050	8	811	759	52
Calvert	738	6	942	901	41
Caldwell	447	1	949	907	42
Alvin	502	15	971	816	155
Louisiana Division	6,769	15	972	822	150
Lake Charles	4,665	13	969	815	154
Jennings	2,104	20	979	838	141
Combined Company	41,469	11	879	771	108

FEBRUARY PLAIN TALKS



transferred

T. M. Keiller, formerly superintendent of distribution for the Navasota division, was transferred effective February 2 to the engineering department, Beaumont, being succeeded at Navasota by H. E. Brown, formerly of the Tampa Electric company.

CONGRATULATIONS DAVE

Mr. and Mrs. H. C. Davidson are the proud parents of a baby girl born at St. Therese Hospital, February 12. This makes the score 2 and one for Dave, (2 boys and 1 girl).

"The policy of the United States toward the twin questions of unemployment and relief has long been a source of Amazement to economists and other interested persons."

HARRY L. HOPKINS,
WPA Administrator

"a prosperous ... beggar"

1000 goal

Continued from page 1

strom, Westinghouse lighting specialist. Dale Cooper, of the General Electric air conditioning firm in Houston, talked on attic ventilation and its possibilities as a load builder. Power Engineer Robinson discussed the prospects for large power load, outlined new business that is in sight.

Mr. Allen went over the new major appliances, pointing out improvements over previous models. Mr. Sutton discussed advertising and sales promotion plans for the new year.

Superintendent Hereford of Conroe delivered an impromptu talk, just before afternoon adjournment, urging salesmen present to get a kick out of selling and they'd be able to do an even better job.

The evening program, following a banquet in the hotel's Crystal ballroom, got underway with the presentation of a medal and certificates for life saving by Mr. Walker, covered in a separate story in this issue. Followed the introduction of last year's honor roll members by Mr. Riegel and talks by Ellis Taylor, Johnny Wakefield and Jim Stokes. They told about the trips they won for outstanding sales work last year.

Mr. Riegel then outlined plans for contests and prizes for 1937, and expressed appreciation for the cooperative spirit the entire organization gave the sales department. Mr. Terrell and Mr. Faber spoke briefly, giving assurance that sales work is everybody's job and promising future cooperation.

John DeJen, campaign manager of General Electric, who had come from Cleveland to address our meeting, offered sound selling advice, profusely "illustrated" by sleight-of-hand magic that kept the audience on its seat's edge. "Be sure you know all the answers," Mr. DeJen summed up his advice, "for if the customer asks one question you can't answer after you have told your sales story, the chances are you will lose the sale." Fred Johnson outlined the campaign on ranges and water heaters for February and March and preached "do it now!" Messrs. Colyer, Knapp, Stagg and Allen responded enthusiastically for their divisions, promising bigger results than ever for 1937.

Old time pep and enthusiasm were in evidence at the meeting which was declared the best ever. Those living in nearby communities returned to their homes Saturday night, those from distant points remaining over to return home Sunday.

"The municipal plant is a peculiar mendicant. Most beggars garb themselves in tattered raiment and even display crippled and distorted limbs and bodies. All this is calculated to create sympathy and extract money from the pockets of the passer-by.

"Not so the municipally-owned electric plant. It advertises itself as successful, prosperous and affluent, but still it goes begging. It asks the government at Washington to both lend and give it money. Strangely enough, this fat beggar gets away with it.

"The liberal administrator of the PWA at Washington handed the municipal plant at Adrian, Minnesota, \$11,815. No, it was not a loan, it was just a plain out and out gift, never to be repaid. In like manner, it handed the Blue Earth plant \$30,500, Litchfield \$18,000, Moorhead \$37,400, Thief River Falls \$4,800, Austin \$46,000, Buhl \$8,369, Alexandria \$26,500, and Owatonna \$26,100. The total is \$209,484—all just plain gifts to these plants.

"It is difficult to conceive any just reason why the Federal government should give financial aid even to an impoverished and crippled electric plant in any municipality. A municipal electric plant is something different from a school building, a fire hall, highway or bridge. It is a business operated in competition with private business. Each one of these towns would be receiving its electrical requirements from a private company if the municipally-owned plants did not exist. It would seem that the government should refuse money gifts for such purposes on the grounds that the local inhabitants should pay rates sufficient to maintain their own plants as other towns do.

"But these gifts are not asked on the grounds of poverty. The plants so tapping the Federal treasury set themselves up as examples of successful public ownership.

"Why then, if they are successful, should the United States government give them money? Money given to them is your money and our money. It comes from the only place the government gets any money—namely, the taxpayers. As we all are taxpayers, all of us must contribute.

"It is probably the only case in history where a beggar, boasting prosperity, has been successful in obtaining alms.

"The record of the above gifts to municipal plants in Minnesota is obtainable in the office of the Public Works Administration, St. Paul, if anyone cares to investigate."—White Bear, Minn., Press.

associate editors appointed . . .



MRS. FRANCES
TROTTI



MR. GEORGE
JOHNSON



MR. JOHN
MATTINGLY



MR. ROGER
REID

A new plan for handling news for Plain Talks will become effective immediately. The present system of having all news sent direct to the editor in Beaumont just grew up, like Topsey, as the company grew. We believe a more interesting magazine will result from the new order.

Four associate editors, one for each division of the company, have been appointed. They are:

Mrs. Trotti, Port Arthur.
George Johnson, Navasota.
John Mattingly, Louisiana.
R. F. Reid, Central.

Departmental editors will be named to cover general office news and Beaumont departments.

These editors will be responsible for gathering and editing news of their respective divisions and local and departmental news should be routed through them. They, as well as the staff in Beaumont, will appreciate your cooperation. Plain Talks has, admittedly, been in the doldrums for some time and you can help, if you will, to build it back to the interesting magazine it was once upon a time by contributing your news promptly when you receive the bulletin each month. Whether or not you are a correspondent, send in any ideas for a story or picture that you think might interest a majority of your associates.

Friends of the C. G. Gilmores, Conroe, extend sympathy on the death of their two year old son, who died on December 29th in Conroe.

FEBRUARY PLAIN TALKS

PORT ARTHUR

Lawrence Locour returned to work January 4, after an uneventful recovery from his operation. H. Fitzgerald, who had been loaned to us, returned to the Neches Station last month. The Lakeside Station crew has been recently increased by the addition of two new employees, G. D. Hazleton and H. G. Anderson. Work on the installation of the Lakeside end of the Pilot Relay System is progressing rapidly.



"Sure no dinner! It's a sit down strike until I get one of those all-electric kitchens!"—
from "G.E.'s" On the Top.

. . . returns

P. E. McChesney, founder of Plain Talks and for nineteen years head of our sales department, resigned February 1 as sales manager of the Virginia Electric and Power company, and has returned with Mrs. McChesney and Betty Jean to Beaumont as vice-president and general manager of the Reed company, leading refrigeration and appliance dealer.

SOUR LAKE

Mr. Paul Himmelrich, chief operator at the ice plant, was transferred to Silsbee on December 1st and Mr. E. B. Williams of Silsbee transferred to Sour Lake. We are sorry to lose Mr. Himmelrich, but welcome Mr. Williams.

Quite a bit of activity is going on in the oil fields in our territory. The Texas Co. is drilling a well and at Nome the Sun and Shell Companies have brought in some good wells.

In the near future we are going to have all streets hard-surfaced. This precinct voted a \$100,000 bond issue and the Federal Government matched it with a like amount. The work will commence about March 1st and will employ sixty men.

ORANGE

Mr. and Mrs. W. J. Kitchens are the proud parents of a baby girl, born February 7th.

We wish to extend our sympathy to Mr. Ed Banks whose grandmother and grandfather passed away recently; and also to Mr. K. Sonnier who lost his sister on February 19th.

Mr. Brad McMaster, formerly of Orange, spent the week-end of February 20th visiting relatives and friends in Beaumont and Orange.

TRANSFERRED

W. L. Clements of the Beaumont Accounting Department has resigned to accept a similar position with the Tampa Electric Company in Tampa, Florida. He will leave about March 1st. His many friends extend him their best wishes in his new work.

George Dunlop, formerly with the Savannah Electric and Power Co., Savannah, Georgia, will succeed Mr. Clements as Assistant Chief Clerk. He will take over the work on or about March 8th.

January Sales Over '36

For one of the few times in the history of the company, water heater sales outdistanced sales of other major appliances by a generous margin in January.

A total of 107 heaters were sold. Seventy-three ranges and 49 refrigerators completed the crop of 229 major appliances sold during the month.

The Louisiana division lead the water heater brigade, harvesting a crop of 36. Beaumonters came in with 25. Navasota got 17, Central division 15, and Port Arthur reported with 14.

This record indicates the possibilities that lie ahead of us so far as this appliance is concerned and continued effort will bring the results needed to put us easily over the bogie of 700 heaters for the year.

Combined sales on major appliances this year exceeded the 1936 January figure by 50. Some sixty of the heaters sold this January were to employees who, quite evidently, reached the conclusion that "the better way is the electric way" for water heating as well as refrigeration and cooking.

The enthusiasm of our organization for major electric appliances during recent years has been a major factor in the success of the sales department in speeding public acceptance. The more of us who practice what we preach, the sooner the public will practice what we preach also.

Friends of Opal Mauldin were sorry to learn of the death of her father at his home in Center on February 11th.

The flu has been making the rounds in the Purchasing Department. Mr. Orrick was the latest to be confined to his home, but is now back on the job.

Prizes

to be administered by the Edison Electric Institute and awarded in 1937

PRIZES TO INDIVIDUALS

For Papers on Subjects Relating to the Electric Light and Power Industry

BYLLESBY PRIZE Accounting

Cash prizes of \$100, \$50 and \$25 donated by Public Utility Service Corporation; in memory of Colonel H. M. Byllesby, for the three most meritorious papers on any Accounting subject relating to the Electric Light and Power Industry.

FORBES PRIZE Public Relations

A cash award of \$250 donated by Mr. B. C. Forbes, Editor, Forbes Magazine, for the most meritorious paper dealing with the subject of Public Relations in the Electric Light and Power Industry.

LINDEMANN PRIZE . . . Electric Cookery

Cash prizes of \$150, \$100 and \$50 donated by Mr. A. L. Lindemann, President, A. J. Lindemann and Hoverson Company, for the three most meritorious papers dealing with the Advantages of Electric Cookery for Domestic Purposes.

McGRAW PRIZE Engineering

Cash prizes of \$250, \$150 and \$100 donated by Mr. James H. McGraw, Honorary Chairman, McGraw-Hill Publishing Company, for the three most meritorious papers on any Engineering or Technical subject relating to the Electric Light and Power Industry.

RULES AND CONDITIONS OF CONTESTS FOR PRIZES TO INDIVIDUALS

Any person employed by an electric light and power company is eligible to enter the competition. No person is eligible to win two years in succession the identical prize or lower prize of the same award, but is eligible for a higher prize of that award. Papers must be the original work of the author or authors, prepared exclusively for this competition. Papers may be of any length, and pen-and-ink drawings or photographs suitable for reproduction may be included. Papers should be typewritten on one side only.

Papers will not be returned to contestants, but will become the property of the Edison Electric Institute and will be available for inspection at the General Office of the Institute. The right is reserved to publish any paper entered in the contest.

The first page of the manuscript must give the following information: the name of the prize for which the paper is submitted, title of paper, name of author, name and address of employing company, title or character of position and home address. One paper may not be submitted for more than one prize.

PAPERS FOR ABOVE PRIZES MUST BE FORWARDED, IN DUPLICATE, BY MARCH 1, 1937

PRIZES TO COMPANIES AND INDIVIDUALS

For Accomplishments in Specified Activities

CHARLES A. COFFIN AWARD

Sponsored by the General Electric Company

A Gold Medal, known as the Charles A. Coffin Medal, will be awarded to the public utility operating company within the United States which, during the year 1936, has made a distinguished contribution to the development of electric light and power for the convenience and well being of the public and the benefit of the industry. The company awarded the medal will also receive \$1,000 for its employees' benefit or similar fund.

AUGUSTUS D. CURTIS AWARD

Lighting of Buildings

A certificate donated by Messrs. Darwin Curtis and Kenneth Curtis, of Curtis Lighting, Incorporated, in memory of Augustus D. Curtis, to the public utility operating company within the United States which, during the twelve month period ending March 1, 1937, has shown the greatest contribution to the advancement of Artificial Illumination of interiors or exteriors of Commercial and Public Buildings, and a cash prize of \$300 to the individual or individuals in that company responsible for the achievement. A second prize of \$200 and a third prize of \$100 to the individual or individuals responsible for the achievement of the companies adjudged second and third in the contest.

GEORGE A. HUGHES AWARD

Domestic Electric Cookery Load

A trophy donated by Mr. George A. Hughes, President, Edison General Electric Appliance Company, Inc., to the public utility operating company within the United States which, during the year 1936, has shown the greatest contribution to the development of the Domestic Electric Cookery Load through promotion, or selling, or both, and cash prizes totaling \$1,000 to the individuals responsible for the achievement.

THOMAS W. MARTIN AWARD

Rural Electrification

A bronze plaque donated by Mr. Thomas W. Martin, President, Alabama Power Company, to the public utility operating company within the United States which, during the year 1936, has shown the greatest contribution to the advancement of Rural Electrification-Agricultural advancement within the company's territory due to uses of electricity, development of rural load, cooperation with other agencies, extension of rural lines, organization and plan for conducting rural electric development.

IMPORTANT—Complete details for the Charles A. Coffin Award, the Augustus D. Curtis Award, the George A. Hughes Award, and the Thomas W. Martin Award should be secured from the Secretary, Edison Electric Institute, 420 Lexington Avenue, New York, N. Y.

Elaborate and costly exhibits are unnecessary. The merit of the enterprise presented in papers or exhibits will be the prime factor in determining awards, without regard to the size of competing companies.

PRESENTATIONS OF ACCOMPLISHMENTS MUST BE FORWARDED BY APRIL 1, 1937

Papers and exhibits for 1937 prizes should be addressed to the Secretary, Edison Electric Institute, 420 Lexington Avenue, New York, N. Y. Winners will be announced and prizes awarded at the 1937 Convention of the Edison Electric Institute

PRIZE AWARDS COMMITTEE: Charles W. Kellogg, James E. Davidson, Frank W. Smith, Chairman, M. T. Chandler, Secretary